Regulate outdoor ads: poll

Most want local control, but balk at defacing 'offensive' boards

By Scott Hume

Consumers are putting outdoor advertising companies on notice that they want a say over the kinds of products advertised in their neighborhoods.

A majority believe regulatory power should reside with local city councils, but a substantial percentage—especially of racial minorities—said citizens are justified in using "any means they can" to force outdoor companies to remove boards the community deems offensive.

GALLUP SURVEY

Most people draw the line at defacing outdoor boards as a protest. But there's strong consumer support for a community's right to regulate the types of outdoor advertising allowed there, according to a national survey conducted for *Advertising Age* by the Gallup Organization.

In New York's Harlem neighborhood, on Chicago's South Side and in inner-city areas in Baltimore and Houston, community activist organizations have been complaining about what they see as an overabundance of outdoor ads for tobacco and alcohol products in low-income neighborhoods.

In some cities, the protest over the outdoor boards has extended to painting over or defacing the ads.

Last month, Gallup polled a nationally projectable sample of 1,000 adults, selected at random, for their opinions about outdoor advertising and these protests. The survey was conducted by telephone; the results have a margin of error of plus or minus 3.1%.

Slightly more than one-third (36%) of those polled said they were aware that outdoor boards were being defaced to protest tobacco or alcohol marketers' targeting practices.

But awareness was higher among black respondents (42% aware) and Asians (44%) than whites (36%), and lower among Hispanic respondents (22%).

The total sample was asked which outdoor advertiser came to mind first from among all they had seen in the previous 30 days. Cigarettes were the most often recalled product category: six of the top 30 ads in awareness were for cigarettes in general or for specific brands.

The No. 2 category in recall was restaurants (five of the top 30), including the single best-recalled marketer, McDonald's Corp., followed by beer marketers (four of the top 30)

One-third of the sample said they couldn't recall any outdoor advertiser.

Although only 36% of those polled said they were aware of the defacement protests, all 1,000 respondents were asked how strongly they agreed or disagreed with the action these community groups have taken. One-quarter of the sample said they agreed or strongly agreed with defacing outdoor advertising as a form of protest.

Support for those who deface outdoor boards was significantly stronger among black respondents (44% of whom agreed or strongly agreed with the tactic) and Hispanic respondents (35%) than among whites (24%).

Among respondents ages 18 to 34, support for defacing boards was strongest, 28% agreeing or strongly agreeing, compared with 23% among those ages 35 to 54 and 24% for those ages 55 or older.

Respondents also were asked whether they agreed with this statement: If members of a community find an advertisement offensive, they should use any means they can to cause the advertiser to remove that advertisement.

Of the total sample, 40% said they agreed or strongly agreed with that statement, but majorities of black respondents (54%), Hispanic respondents (52%) and Asian respondents (50%) said they agreed with the right to use "any means" to force removal of an outdoor ad. By comparison, 39% of white respondents agreed or agreed strongly with that right.

But do citizens believe that "any means" includes the illegal action of defacing an outdoor board?

Respondents were asked whether they agreed with this statement: Defacing outdoor boards is against the law and shouldn't be allowed under any circumstances.

A full three-quarters of the sample agreed that illegal defacements shouldn't be tolerated. Majorities of all respondents from all racial, income and age groups agreed that defacing boards was going too far.

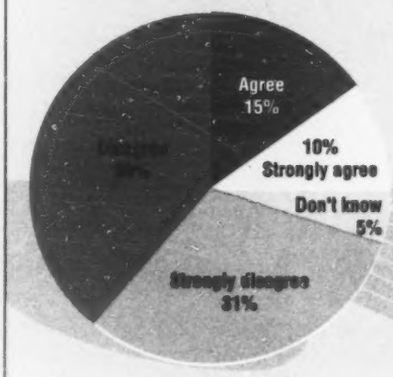
By what process, then, should outdoor advertising be regulated in local communities?

Respondents were asked whether they supported this statement: Local city councils should have a committee that reviews advertising in their area for suitability and that can regulate the type of outdoor board advertising shown in their community.

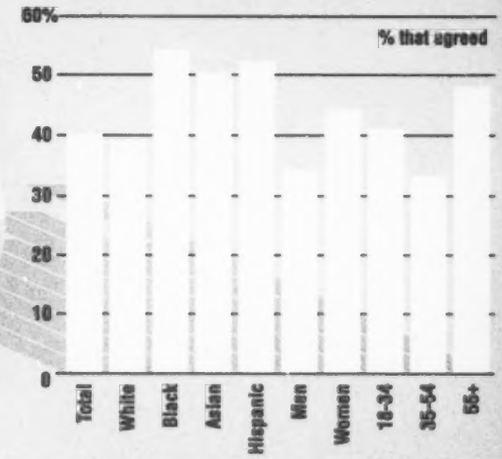
Better than seven of 10 respondents (71%) agreed or strongly agreed that such local control should exist. Agreement extended to 71% of whites polled, 72% of blacks, 61% of Hispanics and 72% of Asians polled in the survey. □

Outdoor's defacement dilemma

How strongly do you agree with or disagree with defacing outdoor ads:



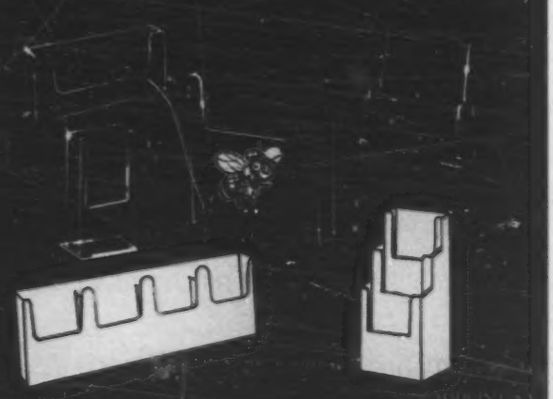
Do you agree that any means should be used to get an advertiser to remove an offensive ad:



Source: Gallup Organization survey of 1,000 adults.

CYNTHIA WATSON

BEEMAK® PLASTICS
Since 1951
Call for free brochure (800) 421-4393



BEEMAK has a display or holder in stock to meet your needs, or we'll make you one that will!
7424 Santa Monica Boulevard, Los Angeles, CA 90046
(213) 876-1770 • Fax (213) 969-8738

THOROUGHBRED & HARNESS RACING
South Jersey / Philadelphia Market
Finish Line Billboards Available
at
GARDEN STATE PARK
Contact: Diamond Vision, Inc.
(800) 847-6565 NY (212) 644-5760

Billboard
Best
Four words describe your best source for video and audio duplication, fulfillment, distribution and syndication.
1. People
2. Precision
3. Performance
4. Mediatech
For the best source to meet your needs, call:
Chicago
(312) 828-1146
New York
(212) 463-8300
Los Angeles
(213) 466-6442
Mediatech INC
People, Precision and Performance

Study sees ad outlay gains

LINCOLNSHIRE, Ill.—Large diversified food companies will boost ad spending 9.3% to $10.1 billion this year, a study by Schonfeld & Associates found.

Eating places will spend $1.5 billion, up 10%, while the miscellaneous amusement and recreational services category will see spending grow 13.7%.

The study estimated advertising expenditures and advertising-to-sales ratios in more than 400 industry sectors.

The data were compiled from a variety of sources, including the 10-K reports of publicly held companies. Estimates and forecasts were developed by using historical data. The annual report includes data about more than 5,700 companies.

Besides advertising-to-sales ratios, the report forecasts 1991 ad spending for each company and industry. The new study also includes sales growth rates.

Other industries with significant ad growth this year include airlines, where ad spending will exceed $2.4 billion, up 8.7%; the hotel industry, with 7.6% ad growth; and hospital and medical service plans, up 12.9%.

Other industries with significant expected ad growth this year include airlines, where ad spending will exceed $2.4 billion, up 8.7%; the hotel industry, with 7.6% ad growth; and hospital and medical service plans, up 12.9%.

Despite industry turmoil, department store chains will spend $4.8 billion, up 5.6%. Variety store chains will show stronger advertising growth of 8.9%.

Many industrial companies will likewise increase their ad budgets, the study found. General Electric Co. will increase ad spending 13% to $562 million. High-tech Gandalf Technologies will increase spending 19.9%, and Medtronic's ad spending will be up 13%.

Among foreign companies, Matsushita Electric Co. will bump up spending 10.7% to $996 million. Honda Motor Co. will also be a heavy spender at $866 million. Volvo will invest $405 million and Burroughs Wellcome Co. will invest $222 million in advertising.

Schonfeld noted results could be affected by financial events such as mergers, acquisitions or divestitures; private ownership; and multi-industry companies reporting only in their primary industry.

Copies of the study are available for $295 by contacting Schonfeld & Associates, 1 Sherwood Drive, 60069. Phone: (708) 948-8080.

Advertising-to-sales ratios, 1990

Computed by industry.

Industry	SIC no.	Ad dollars as percent of sales	Ad dollars as percent of margin	Annual growth rate (%)
Abrasive, asbestos, misc minerals	3290	1.3	3.9	9.6
Adhesives & sealants	2891	4.0	8.9	10.2
Agriculture chemicals	2870	0.9	3.6	12.2
Agriculture production-crops	100	2.1	6.3	7.5
Air cond, heating, refrig equip	3585	2.0	6.4	14.1
Air courier services	4513	1.4	9.1	10.7
Air transport, scheduled	4512	2.0	21.4	8.7
Aircraft & parts	3720	0.6	3.6	14.6
Aircraft parts, aux equip, NEC	3728	1.0	4.2	7.4
Apparel & other finished prods	2300	6.4	16.5	72.2
Apparel & accessory stores	5600	2.4	5.9	8.0
Auto & home supply stores	5531	2.3	6.6	14.6
Auto rent & lease, no drivers	7510	2.9	4.2	4.6
Bakery products	2050	1.4	3.1	6.2
Beverages	2080	9.0	16.2	9.0
Biological prods, ex diagnostics	2836	3.1	6.1	13.0
Bldg matl, hardw, garden-retail	5200	4.5	11.4	5.2
Books: Publishing & printing	2731	3.1	8.6	5.1
Broadwoven fabric mill, cotton	2211	2.6	10.2	7.5
Bttld & canned soft drinks, water	2086	3.6	8.0	13.2
Business services, NEC	7389	4.5	9.1	1.7
Cable & other pay TV services	4841	2.6	4.5	18.8
Can fruit, veg, preserv, jam, jelly	2033	2.5	7.4	12.6
Can, frozn preserv fruit & veg	2030	7.1	18.0	8.5
Catalog, mail-order houses	5961	5.4	15.6	7.8
Chemicals & allied products	2800	2.6	6.6	10.9
Cigarettes	2111	4.2	7.7	0.5
Computer integrated sys design	7373	1.8	4.3	11.0
Computer processing, data prep svc	7374	0.7	1.9	7.7
Commercial printing	2750	1.4	5.4	15.9
Communications equip, NEC	3669	2.1	5.2	9.3
Computer & office equipment	3570	1.3	2.8	8.9
Computer communication equip	3576	2.1	4.4	15.9
Computer peripheral equip, NEC	3577	2.0	5.4	13.0
Computer storage devices	3572	1.0	4.8	9.8
Computers & software-whsl	5045	0.5	3.9	20.8
Construct, mining, matl handl equip	3530	1.1	4.0	7.3
Construction machinery & equip	3531	0.6	2.1	11.6
Convrt papr, paprbrd, ex boxes	2670	1.9	4.4	4.7
Cutlery, hand tools, gen hardware	3420	10.2	19.6	10.6
Dairy products	2020	3.2	9.4	10.5
Department stores	5311	2.8	15.1	5.6
Drug & proprietary stores	5912	1.2	4.5	8.4
Eating places	5812	3.4	17.7	10.0
Educational services	8200	6.3	12.9	15.8
Elec meas & test instruments	3825	2.8	5.5	9.0
Electr, other elec eqp ex comp	3600	1.8	4.8	8.8
Electric housewares & fans	3634	4.5	18.2	2.7
Electric lighting, wiring equip	3640	3.2	10.3	10.3
Electrical industl apparatus	3620	2.1	8.4	9.1
Electromedical apparatus	3845	1.4	2.3	12.4
Electronic comp, accessories	3670	0.9	2.8	6.5
Electronic components, NEC	3679	1.1	3.7	7.3
Electronic computers	3571	4.8	10.3	13.0
Electronic parts, eq-whsl-NEC	5065	1.7	6.1	14.2
Employment agencies	7361	7.2	16.8	26.8
Engines & turbines	3510	1.8	7.8	10.9
Engr, acc, resh, mgmt, rel svcs	8700	3.1	13.5	(4.1)
Equip rental and leasing, NEC	7359	0.6	2.7	5.0
Fabricated plate work	3443	1.0	3.8	11.2
Fabricated rubber prods, NEC	3060	0.4	2.4	3.9
Facilities support mgmt svcs	8744	1.3	10.0	20.2
Family clothing stores	5651	1.7	4.8	7.5
Farm machinery & equipment	3523	1.1	5.4	(2.5)
Finance-services	6199	0.6	4.2	4.2
Food & kindred products	2000	6.7	16.4	9.3
Footwear, except rubber	3140	3.8	10.5	6.3
Furniture stores	5712	7.1	14.9	6.4
Games, toys, child veh, ex dolls	3944	14.4	29.4	12.7
Gen med & surgical hospitals	8062	0.4	2.4	(4.7)
General industrial mach & equip	3560	1.9	6.4	19.5
Glass, glassware-pressed, blown	3220	2.5	5.9	10.9
Grain mill products	2040	10.3	21.8	8.5
Greeting cards	2771	4.1	7.3	8.4
Groceries and related prods-whsl	5140	1.3	9.4	5.9
Grocery stores	5411	1.2	5.2	2.8
Guided missiles & space vehc	3760	1.7	20.1	(10.7)
Hardware, plumb, heat equip-whsl	5070	1.3	9.5	2.8
Help supply services	7363	2.4	10.7	35.8
Hobby, toy & game shops	5945	1.8	4.8	9.2
Home furniture & equip stores	5700	4.4	9.7	9.3
Hospital & medical svc plans	8324	1.2	14.3	12.9
Hospitals	8060	6.0	19.8	14.5
Hotels, motels, tourist courts	7011	3.8	12.1	7.6
Household appliances	3630	1.9	4.8	(1.4)
Household audio & video equip	3651	4.0	10.2	13.5
Household furniture	2510	4.0	12.9	6.0
Ice cream & frozen desserts	2024	6.8	25.4	18.4
Indust comt fans, blowers, other eq	3564	1.1	4.5	5.3
Industrial inorganic chemicals	2810	12.3	28.3	9.2
Indust trucks, tractors, trailers	3537	1.1	6.1	8.8
Industrial measurement instr	3823	1.8	4.8	6.6
Investment advice	6282	8.3	19.7	2.8
Iron & steel foundries	3320	1.2	3.8	10.3
Jewelry & watches-whsl	5094	19.8	48.5	11.4
Jewelry stores	5944	2.7	6.8	6.1
Jewelry, precious metals	3911	2.8	5.7	8.9
Knit outerwear mills	2253	1.8	5.3	16.6
Knitting mills	2250	2.5	8.6	10.6
Lab analytical instruments	3826	1.9	3.9	4.8
Lawn, garden tractors, equip	3524	2.3	7.5	15.7
Lumber & other bldg matl-retail	5211	2.1	7.2	4.4
Lumber & constr matl-wholesale	5030	2.7	23.6	12.7
Magnetic, optic recording media	3695	2.9	7.9	14.0
Malt beverages	2082	5.7	19.2	8.3
Manifold business forms	2761	0.9	2.8	8.1
Mvas & controlling dev, NEC	3829	1.6	4.4	17.5
Meat packing plants	2011	1.8	12.6	8.8
Men, youth, boys furnsh, wrk clthng	2320	2.9	8.9	7.3
Metalworking machinery & equip	3540	3.9	10.7	13.4
Misc amusement & rec services	7990	5.9	17.0	13.7
Misc business services	7380	0.8	1.5	0.4
Misc chemical products	2890	7.1	19.1	7.4
Misc elec machine, equip, supply	3690	1.6	4.0	(10.0)
Misc fabricated metal prods	3490	0.6	2.4	6.7
Misc food preps, kindred prods	2090	2.4	6.5	3.0
Misc furniture & fixtures	2590	1.4	3.0	13.9
Misc general mdse stores	5399	3.0	11.1	4.0
Misc indl, comt, machy & equip	3690	2.7	8.3	(4.6)
Misc manufacturing industries	3990	4.4	11.5	12.5
Misc shopping goods stores	5940	3.6	8.8	3.4
Miscellaneous retail	5900	2.7	10.2	15.9
Motion pic, videotape prodtn	7812	12.6	23.8	13.6
Motion pic, videotape distr	7822	9.5	24.4	22.5
Motion picture theaters	7830	4.9	32.2	16.9
Motor homes	3716	1.0	5.5	2.6
Motor veh parts, supply-whsl	5010	4.8	32.9	7.8
Motor veh parts, accessories	3714	0.9	4.1	5.7
Motor vehicles & car bodies	3711	1.8	8.5	13.7
Motors & generators	3621	0.9	2.6	6.5
Newspaper: Pub, pub & print	2711	3.1	8.2	9.6
Office furniture	2520	1.3	3.7	9.3
Office machines, NEC	3579	1.5	4.5	4.6
Operative builders	1531	1.0	3.3	14.5
Operators-nonres bldgs	6512	2.1	5.4	8.0
Ophthalmic goods	3851	10.6	18.2	21.7
Ortho, prosth, surg, appl, supply	3842	2.7	5.9	11.2
Paints, varnishes, lacquers	2851	3.6	9.9	6.8
Paper & paper products-whsl	5110	2.9	12.7	36.5
Paper mills	2621	2.1	6.8	9.7
Pens, pencils, office material	3950	4.3	9.1	12.8
Perfume, cosmetic, toilet prep	2844	9.6	15.2	14.0
Periodical: Pub, pub & print	2721	4.4	9.7	15.6
Personal credit institutions	6141	1.3	2.6	11.0
Personal services	7200	7.5	19.1	8.6
Petroleum refining	2911	2.5	8.6	7.0
Pharmaceutical preparations	2834	6.8	10.1	10.2
Phone comm ex radiotelephone	4813	2.1	4.2	2.5
Phono records, audiotape, disc	3652	9.3	23.1	19.1
Photofinishing laboratories	7384	4.0	12.0	10.7
Photographic equip & supply	3861	3.8	11.3	14.2
Plastic matl, synthetic resin	2820	0.3	0.8	18.3
Plastic products, NEC	3089	1.9	5.2	5.7
Plastics, resins, elastomers	2821	0.6	2.0	4.1
Poultry slaughter & process	2015	2.4	12.7	11.2
Prepackaged software	7372	2.6	4.3	15.8
Printing trades machy, equip	3555	1.9	5.4	5.0
Pumps & pumping equipment	3561	1.1	3.0	8.2
Radio broadcasting stations	4832	9.3	23.8	16.1
Radio, TV broadcast, comm equip	3663	1.1	3.2	11.0
Radio, TV, consumer electr stores	5731	5.9	17.6	10.1
Radiotelephone communication	4812	2.9	5.2	20.1
Real estate investment trust	6798	0.8	1.2	10.8
Record & tape stores	5735	1.3	3.1	10.2
Refrig & service ind machine	3580	1.7	5.5	3.5
Retail stores	5990	7.0	14.0	8.7
Rubber & plastic footwear	3021	6.2	15.4	19.7
Sausage, other prepared meat prod	2013	7.4	23.3	11.3
Savings instns, not fed chart	6036	0.5	2.0	11.0
Savings instns, fed chartered	6035	0.8	2.1	11.3
Security brokers & dealers	6211	2.8	5.6	11.7
Semiconductor, related devices	3674	1.3	3.2	11.6
Ship & boat bldg & repairing	3730	2.0	11.1	18.2
Shoe stores	5661	1.7	4.0	(8.0)
Short-term bus credit, ex ag	6153	0.9	1.5	13.3
Skilled nursing care facil	8051	3.2	23.0	13.9
Soap, detergent, toilet preps	2840	7.1	16.9	7.0
Special clean, polish preps	2842	15.7	27.8	9.9
Special industry machinery	3550	8.6	37.7	12.5
Special industry machy, NEC	3559	1.3	2.9	18.2
Sporting & athletic goods, NEC	3949	5.2	14.8	11.0
Steam, del, nav, gold, semi sys	3812	1.0	3.3	11.9
Subdivid, develop, ex cemetery	6552	1.9	9.0	7.6
Sugar & confectionery prods	2060	10.4	26.8	13.6
Surgical, med instr, apparatus	3841	1.5	2.9	12.3
Switchgear & switchboard app	3613	1.6	4.8	10.8
Tele & telegraph apparatus	3661	1.0	2.2	2.1
Telegraph & other message comm	4822	6.4	10.9	88.4
Television broadcast stations	4833	2.8	6.7	2.2
Tires & inner tubes	3011	2.2	8.3	4.9
Tobacco products	2100	1.5	3.5	4.8
Transit & passenger trans	4100	1.7	25.7	8.1
Unsupp plastics film & sheet	3081	8.5	26.9	5.2
Variety stores	5331	1.8	7.8	8.9
Videotape rental	7841	4.6	8.2	28.6
Water transportation	4400	6.2	13.2	10.7
Wmns, misc, child, infnt undgrmnt	2340	4.4	10.1	10.5
Women's clothing stores	5621	3.4	9.0	12.7
Womens, misses, jrs outerwear	2339	3.7	11.5	69.2
Wood hshld furn, ex upholsterd	2511	2.8	6.8	10.8

Source: Schonfeld & Associates, 1 Sherwood Drive, Lincolnshire, IL 60069. (708) 948-8080. Legend: SIC – Standard Industrial classification; Gen, NEC – Not elsewhere classified; Ad dollars as percent of sales: Ad expenditures/net sales; Ad dollars as percent of margin: Ad expenditures/(net sales – cost of goods sold); Annual growth rate of advertising dollars.